MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

LPR 1037 – PUBLIC RELATIONS STRATEGIES

(All Sections/groups)

17 OCTOBER 2018
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** printed pages with **TWO** sections only.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]

Instruction: Answer **ALL** questions.

1. Briefly explain what is a pitch letter. (2 marks)

2. a) Identify **five (5)** components of public relations, according to the Public Relations Society of America (PRSA). (5 marks)

   b) Briefly explain each component. (5 marks)

3. Differentiate between strategy and tactics. (2 marks)

4. The ultimate purpose of any messages is to have an effect on the recipient. Public relations personnel communicate messages on behalf of their organisation to change perceptions, attitudes, opinions or behavior.

   (5 marks)

   a) Identify **five-Stage** adoption process.

   (5 marks)

   b) Explain each of the stages in the process.

5. The Public Relations Society of America (PRSA) has a fairly comprehensive code of ethics for its members.

   a) Identify **six (6)** values of this code of ethics. (6 marks)

SECTION B: SHORT ANSWER QUESTION [20 MARKS]

Instructions: Read the information below and answer the questions that follow.

1. Write a media release based on the information provided. Use as much information as you think necessary to create an effective release including a tagline of your event. Add phrases and transitions to make the media release acceptable to editors. Decide on the release date and write a headline.

   i) Mad Hatter's Charity Bazaar.
   ii) 15 November 2018, from 8.00 am – 5.00 pm.
   iii) Venue – MMU Stadium.
   iv) Proceeds to benefit the MMU Alumni Fund.
   v) Games, entertainment and lucky draws are included in Mad Hatter's Charity Bazaar programme.
   vi) Door Gift Prizes.
   vii) Story-telling and puppet shows.
   viii) Discount Coupons.
   ix) Book Sales.

Continued...

x) Sponsors: TM, Air Asia, Tune Hotel, Dutch Lady and Starbucks. (10 marks)

2. The purpose of research is to allow public relations professional to develop strategies in public relations in order to conduct public relations campaigns with specific purpose, targeted goals and measure the effectiveness of public relations efforts.

Problem Statement:

You work with a public relations agency and your agency was selected and briefed to work with Lola White fashion brand. Lola White decided to change its logo to strengthen their corporate identity. You are required to do research before you produce an appropriate 12-month plan to take the company up to and beyond the brand name change. This included looking at all the target audiences that needed to be informed about the new Lola White brand identity.

The public relations plan has to take into account careful timing of announcements across global markets, as well as events and media placement.

a) Briefly discuss what research methods you would choose in gathering the data for the above public relations campaign and why? (5 marks)

b) Explain **five (5)** advantages of qualitative and quantitative research for the above public relations campaign. (5 marks)

End of paper